

WHAT IS CLAIMED:

1. A customizable elastomeric mat comprising:

a base mat having a top surface with a first pattern on a first portion thereof, said top surface having a recessed area on a second portion thereof, said recessed area having side walls extending downwardly from said top surface; and

an insert member, said insert member having a shape and size closely matched to said side walls of said recessed area, said insert member configured to be received into said recessed area, said insert member having a top surface with indicia on a first portion thereof and a second pattern on a second portion thereof,

wherein said second pattern matches and aligns with said first pattern when said insert member is received in said recessed area.

2. The customizable elastomeric mat of claim 1, further comprising:

an adhesive material disposed between said insert member and said base mat, said adhesive material permanently retaining said insert member in said recessed area.

3. The customizable elastomeric mat of claim 1, wherein said mat is selected from the group consisting of: a welcome mat, a vehicle floor mat, a cargo mat for use in the cargo bay of a van, a trunk mat, a mat for use beneath pet food and water bowls to contain spills and a vehicle mud flap.

4. The customizable elastomeric mat of claim 1, wherein said base mat and said insert member are made of a material selected from the group consisting of: polyvinyl chloride, rubber, thermoplastic elastomer, thermoplastic olefin and mixtures thereof.
5. The customizable elastomeric mat of claim 4, further comprising fiber reinforcing disposed within said elastomer.
6. The customizable elastomeric mat of claim 1, said first pattern further comprising raised rib structures on the top surface of said base mat and said second pattern further comprises raised rib structures on the top surface of said insert member.
7. The customizable elastomeric mat of claim 1, said indicia further comprising raised molded indicia on said top surface of said insert.
8. The customizable elastomeric mat of claim 1 wherein the size and shape of said side walls and the size and shape of said insert member are within 0.001" of each other.
9. A customizable elastomeric mat comprising:
a base mat having a top surface with a first pattern on a first portion thereof, said top surface having a recessed area on a second portion thereof, said recessed area having side walls extending downwardly from said top surface and a bottom wall substantially parallel to said top surface;

an insert member, said insert member having a shape and size closely matched to said side walls of said recessed area, said insert member configured to be received into said recessed area, said insert member having a bottom surface and a top surface with indicia on a first portion of said top surface and a second pattern on a second portion of said top surface; and

an adhesive material disposed between said bottom wall of said recessed area and said bottom surface of said insert member to permanently retain said insert member in said recessed area,

wherein said second pattern matches and aligns with said first pattern when said insert member is received in said recessed area.

10. The customizable elastomeric mat of claim 9, wherein said mat is selected from the group consisting of: a welcome mat, a vehicle floor mat, a cargo mat for use in the cargo bay of a van, a trunk mat, a mat for use beneath pet food and water bowls to contain spills and a vehicle mud flap.

11. The customizable elastomeric mat of claim 9, wherein said base mat and said insert member are made of a material selected from the group consisting of: polyvinyl chloride, rubber, thermoplastic elastomer, thermoplastic olefin and mixtures thereof.

12. The customizable elastomeric mat of claim 11, further comprising fiber reinforcing disposed within said elastomer.

13. The customizable elastomeric mat of claim 9, said first pattern further comprising raised rib structures on the top surface of said base mat and said second pattern further comprises raised rib structures on the top surface of said insert member.

14. The customizable elastomeric mat of claim 9, said indicia further comprising raised molded indicia on said top surface of said insert.

15. The customizable elastomeric mat of claim 9, wherein the size and shape of said side walls and the size and shape of said insert member are within 0.001" of each other.

16. A method of manufacturing a customizable elastomeric mat comprising:
providing a first mold cavity;

molding an elastomeric base mat in said first mold cavity, said base mat having a top surface with a first pattern on a first portion thereof, said top surface having a recessed area on a second portion thereof, said recessed area having side walls extending downwardly from said top surface and a bottom wall substantially parallel to said top surface;

providing a second mold cavity;

molding an elastomeric insert member in said second mold cavity, said insert member having a shape and size closely matched to said side walls of said recessed area, said insert member configured to be received into said recessed area, said insert

member having a bottom surface and a top surface with indicia on a first portion of said top surface and a second pattern on a second portion of said top surface;

removing said base mat and said insert from said first and second mold cavities; and

applying said insert member into said recessed area on said base mat, wherein said second pattern matches and aligns with said first pattern when said insert member is received in said recessed area.

17. The method of manufacturing a customizable elastomeric mat of claim 16, said step of applying said insert further comprising:

permanently applying said insert member to said recessed area on said base mat by applying an adhesive material between said insert member and said base mat.

18. The method of manufacturing a customizable elastomeric mat of claim 16, said first pattern further comprising raised rib structures on the top surface of said base mat and said second pattern further comprises raised rib structures on the top surface of said insert member.

19. The method of manufacturing a customizable elastomeric mat of claim 16, said indicia further comprising raised molded indicia on said top surface of said insert.